

★ 77 (1972)

YOUR COMPANY NAME

Street and Address

City, State

Your Product, Service or Phone Number

YOUR COMPANY NAME

XAMMID



YOUR BUSINESS CARD HERE

GIVES YOUR PROSPECTS AN
EASY WAY TO REACH YOU!

**For Economy
For Simplicity**

**For Action
For Impact**

**BRAND
NEW**

**Put a Spotlight
On Your Business Card:**

**JEFFCO's
3-WAY
TAB-BINDER**

The Only One of Its Kind

*It's a Presentation Binder
It's a File Folder with Tab
It's a Business Card Spotter*



**No Rings No Pins No Clips Required
The Gripstrip Holds Pages Tight**

This is the only way to present and retain catalogs, proposals, contracts, presentations, photos, budgets, price lists, estimates, reports and technical data.

**Available in
5 Attractive Colors**

GREEN, BLUE, YELLOW, RED, TAN

Only 29¢ Each
IN QUANTITY



JEFFCO INDUSTRIES INC. 205 HALLOCK AVENUE, MIDDLESEX, N. J. 08846

Give your salesman a break: Who could say "no" to this

Influence the "Decision Makers" with this eye-appealing triple duty presentation Tab-Binder. It converts in seconds from a binder to a file folder. In all cases your business card is tucked right "up front" on the

For Added Impact!

Personalize your tab-binder with imprinting.



OPTIONS AVAILABLE (same price):

- (a) Tab removed.
 - (b) Pocket removed.
 - (c) Large grip strip to hold up to 30 pages.*
 - (d) Extra large grip strip to hold up to 50 pages.*
 - (e) Die cut window 4" x 1 3/4" at optical top center.
 - (f) Different color hot stamp leaf—minimum 250 binders.
- Consult the factory for any further changes you may desire.

*Shipped with grip strip holding 20 pages unless otherwise specified.

Imprinting - Hot Stamping

We will hot stamp your name and address on the front cover and repeat your name or slogan on the tab. Up to four lines on the front cover and one line on the tab (maximum 30 letters per line) will be imprinted as is shown in the samples at left with our own standard type. Gold leaf will be used on green, blue and red binders, and black leaf will be used on yellow and tan binders.

YOUR OWN ARTWORK REPRODUCED

If you prefer your own art work to be used, the area on the front cover is not to exceed 2" x 5" (add \$20.00 die charge to hot stamp prices) and the area of the tab is not to exceed 1 1/2" x 5" (add \$10.00 die charge). If we supply the black and white art work from your sketch there is an additional \$30.00 charge. Minimum order for this kind of special design work is 250 pieces.

Hot Stamping Prices—Up to 4 lines on cover and one line on tab of our regular type. If special dies are used on front and/or tab, below prices also apply.

Add these prices to basic Tab-Binder prices:

2500	1000	500	250	100	50 (Min.)
4¢ ea.	5¢ ea.	6¢ ea.	8¢ ea.	9¢ ea.	14¢ ea.

OVERSIZE PRINTING: SCREEN PRINTING

To achieve larger printing coverage, you may require screen printing. Minimum quantity is 500 pieces with camera ready art work supplied by you. The following prices are per color for coverage on front and tab and are to be added to basic tab binder prices.

2,500	1,000	500 (Min.)
10¢ ea.	11¢ ea.	15¢ ea.

Is unique presentation?

cover, where it commands attention. This imaginative, positive approach to your valuable paperwork is sure to earn special treatment like never before. Your salesmen will be delighted!

Converts in Seconds from Binder to File Folder

Easily spotted, your business card always in view, ready for action!



It's a Binder!

Add pages — remove pages in seconds.
Slide off plastic grip strip. Slide it on.
Holds pages tight. Never loses power.



It's a Tabbed File Folder!

Built to last a lifetime. The attractive colors make quick identity easy — when it's important to find information fast.

PRICES *Imprinting charges are additional*

<u>2500</u>	<u>1000</u>	<u>500</u>	<u>250</u>	<u>100</u>	<u>50</u> (Minimum)
29¢ ea.	33¢ ea.	35¢ ea.	37¢ ea.	39¢ ea.	42¢ ea.

Packed 50 Tab Binders of one color to a box.

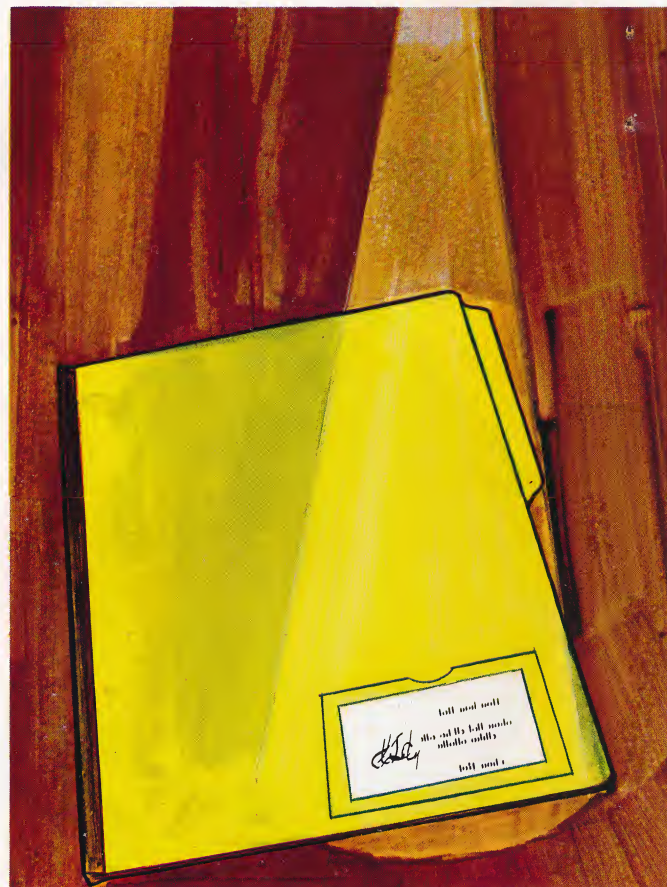
Guarantee

We guarantee the materials and workmanship are as represented herein. You must be satisfied or your money refunded in full.

What catches the eye will catch the sale!

**These are the features
that make your presentation
the best there is**

- Produced in torture-proof Jeffco Ruf-Tuf plastic.
- Available in 5 colors:
Green, Blue, Yellow, Red, Tan.
- Supplied with binder grip strip
to hold up to 20 pages nice and snug.
- Holds pages up to 8½ x 11 without
losing a sheet under any conditions.
- Exclusive "lie flat" hinge construction
—actually improves with use. Never wears out.
- Plastic material is washable,
waterproof, rip proof.
- 5 year guarantee—unheard of for
this type of product.
- Exclusive pouch pocket for business
card display.
- Optional printing includes copy
on both cover and tab.



Terms: Jeffco pays freight if check accompanies
order. Net 10 Days—FOB Middlesex, N. J.

Colors



JEFFCO INDUSTRIES INC.

205 HALLOCK AVENUE, MIDDLESEX, N. J. 08846

There's a
FREE

Dymo Labelmaker
With Your Order



TRIPLE THREAT TO INCREASE YOUR SALES!

Gaining your prospect's attention is the first step to the sale! This new binder-folder does it! Placing your business card in the pocket on the front cover leaves no doubt who's looking for the order. And placing your sales presentation in an easily read - easily referred to manner can only build a favorable impression.

This is Jeffco's new "TAB-BINDER" with emphasis on your business card.

Your customer will like this unique presentation technique. He'll like the easy way he can file the folder for easy reference and he'll like the fact that your business card is up front where he can reach it without searching through his desk.

Torture your sample, if you can. Feel the plastic material. It's as tough as iron, strong as steel and flexible as leather. It's Jeffco's new "Ruf-Tuf" plastic and it's guaranteed for 5 years not to tear, dog ear, crack or crumple. Who would dare make such a guarantee?

The Tab-Binder comes in 5 attractive colors and has a binder grip strip that holds 30 pages, up to $8\frac{1}{2}$ x 11, nice and snug.

Give your salesmen a break. Order today. And watch his morale rise when his presentations start warming up his pockets with new commission checks.

And, you enjoy direct factory prices, too. Note the low cost. Add that slight investment to your important proposals and you've gained a new image. Try it. Our money back guarantee applies. You must be satisfied.

We've enclosed a postpaid order card for easy ordering. Do send it in today. We'll give your order prompt attention.

Sincerely,

Richard Miller

P.S. The Dymo Labelmaker is just perfect for marking the grip-strip with the subject matter. Or, to label across the tab if it's to be used as a file folder. It's yours Free with your order.



JEFFCO INDUSTRIES, INC. 205 HALLOCK AVENUE, MIDDLESEX, N. J. 08846

FREE

WITH YOUR ORDER

This 2 way Dymo labelmaker with tape. Make tapes both ways—horizontal or vertical. Perfect tie-in with your Tab-Binders. Use it on the binder strip to identify subject matter.



Enter Our Order For Jeffco Tab-Binders Today:

QUANTITY, PRICES AND COLOR

UNPRINTED

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> 2500-29¢ ea. | <input type="checkbox"/> Green _____ |
| <input type="checkbox"/> 1000-33¢ ea. | <input type="checkbox"/> Blue _____ |
| <input type="checkbox"/> 500-35¢ ea. | <input type="checkbox"/> Yellow _____ |
| <input type="checkbox"/> 250-37¢ ea. | <input type="checkbox"/> Red _____ |
| <input type="checkbox"/> 100-39¢ ea. | <input type="checkbox"/> Tan _____ |
| <input type="checkbox"/> 50-42¢ ea. (min.) | |

IMPRINTED COVER (Up to 4 lines) and IMPRINTED TAB (1 line)

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> 2500-33¢ ea. | <input type="checkbox"/> Green _____ |
| <input type="checkbox"/> 1000-38¢ ea. | <input type="checkbox"/> Blue _____ |
| <input type="checkbox"/> 500-41¢ ea. | <input type="checkbox"/> Yellow _____ |
| <input type="checkbox"/> 250-45¢ ea. | <input type="checkbox"/> Red _____ |
| <input type="checkbox"/> 100-48¢ ea. | <input type="checkbox"/> Tan _____ |
| <input type="checkbox"/> 50-56¢ ea. (min.) | |

Note: There is no price difference for less than 4 lines or for eliminating printing on tab.

OVER SIZE PRINTING (Screen Printing)

- | | |
|---|---------------------------------------|
| <input type="checkbox"/> 2500-39¢ ea. | <input type="checkbox"/> Green _____ |
| <input type="checkbox"/> 1000-44¢ ea. | <input type="checkbox"/> Blue _____ |
| <input type="checkbox"/> 500-50¢ ea. | <input type="checkbox"/> Yellow _____ |
| <input type="checkbox"/> 250-57¢ ea. | <input type="checkbox"/> Red _____ |
| <input type="checkbox"/> 100-89¢ ea. | <input type="checkbox"/> Tan _____ |
| <input type="checkbox"/> 50-\$1.42 ea. (min.) | |

COPY FOR HOT STAMPING: (Please Print or Type)

On Tab—One Line Only—Up to 30 Letters:

On Front—1 to 4 Lines—Up to 30 Letters Per Line

If you supply special art work to be used, please include \$20.00 for front die and \$10.00 for tab die. If we are to do the original art work, please include an additional \$30.00.

SHIP TO:

Firm _____ P.O. No. _____

Address _____

City and State _____ Zip _____

Ordered by _____ Title _____

Type of Business _____ No. of employees _____

☐ Our check enclosed
and Jeffco pays freight

☐ Bill Company, we are
well rated in D & B

☐ Send C.O.D.

No
Postage Stamp
Necessary
If Mailed in the
United States

BUSINESS REPLY MAIL — First Class Permit No. 6, Middlesex, N.J.

postage will be paid by



JEFFCO INDUSTRIES, INC.

205 HALLOCK AVENUE
MIDDLESEX, N.J. 08846